

ABSTRACT OF THE DISCLOSURE

It is necessary to create a new information search service system for differentiating reliable contents from unreliable contents. An information search provision apparatus for acquiring 5 a search conditional statement, matching the search conditional statement and providing contents, as the search results, comprises: a collecting unit which collects contents to be evaluated, posted on a web page via a network at a predetermined time; and a reliability controlling unit which increases or 10 decreases the reliability degree of the contents to be evaluated, depending on whether the contents to be evaluated were collectable by the collecting unit. Accordingly, the contents to be evaluated may be evaluated in terms of reliability degree, depending on whether it is possible to collect the contents to be evaluated, 15 as a result, reliable contents can be separated from unreliable contents, and is thus an information search service which is highly convenient to users may be provided.